

# ARN 2012

EXHIBITOR  
PROSPECTUS

## 38th Annual Educational Conference

October 3-6, 2012

Exhibit Dates  
October 3-5, 2012

Renaissance Nashville  
Nashville, TN



Demonstrate your products to nearly **850** rehabilitation nurses who are leaders in their field.

# NASHVILLE

# Connect

## with Leaders in Rehabilitation Nursing

The Association of Rehabilitation Nurses (ARN) represents more than 5,700 specialists in rehabilitation nursing nationwide. Its mission is to promote and advance professional rehabilitation nursing practice through education, advocacy, collaboration, and research to enhance the quality of life for those affected by disability and chronic illness.

### Buying Power

Rehabilitation nurses are an integral part of a multibillion-dollar industry in patient care supplies, accessories, and services.

- 85% of rehabilitation nurses recommend products to patients or are involved in the purchase of products for their facility on a frequent basis.
- The ARN Annual Educational Conference offers the best opportunity to directly reach so many rehabilitation nurses at one time.
- 66% of attendees prefer to learn about new products and services through exhibits, and 54% of attendees say their perceptions of a company or facility are most influenced in the exhibit hall.

Rehabilitation nurses are involved in the clinical intervention of the following areas\* during their work:

- 78% wound care/skin integrity
- 78% pain management
- 76% bowel management
- 75% bladder management
- 75% teaching patients proper use of self-care aids
- 63% spasticity/seizure control.

*\*Based on results of a recent survey*

### Who Exhibits at ARN?

If your company offers the following products and services, ARN is the best place to showcase your newest innovations in patient care:

- assistive devices/ambulatory aids
- communication aids
- home health care
- incontinence products
- managed care
- medical equipment
- mobility devices
- orthotics/prosthetics
- pain management
- pharmaceuticals
- pressure-relief devices
- safe patient handling products
- skin care products
- software
- spasticity/seizure care products
- teaching materials
- urological supplies
- wound care products.



# Exhibit Opportunities

ARN offers standard 10' x 10' booths that can be ordered as a single space or combined with additional booths to create an even greater presence.

The following is provided to all exhibitors:

- standard 7-in. x 44-in. identification sign with the exhibitor's name, city, and state (one sign per booth)
- 8-ft-high back wall and 33-in. divider rails
- general overhead lighting
- exhibit listing in the conference guide
- preregistered attendee list
- access to conference mailing labels
- exhibit listing on ARN website
- discounted advertising in the conference guide
- four exhibit badges per 10' x 10' booth.

## Exhibit Fees

- 10' x 10' exhibit space . . . . . \$1,600
- 10' x 20' exhibit space . . . . . \$3,200
- Premium corner booth fee . . . . . add \$100

*Exhibitors will be required to purchase carpet, a table, and chairs for their booth space. Details on ordering these items will be provided by the show decorator approximately 90 days before the meeting.*

## Institutional Package Booth

Facilities and not-for-profit organizations can purchase a package booth that includes

- 10' x 10' exhibit space, carpet, one table, and two chairs
- one full ARN conference registration (approximate value \$500)

Institution package fee . . . . . \$1,850  
 Premium corner booth fee . . . . . add \$100

## Exhibit Information

### Installation

All exhibits must be set up and aisles must be cleared by 4 pm on Wednesday, October 3, 2012, without exception.

### Dismantling

All exhibit material must be packed and ready for removal from the exhibit area no earlier than 11 am and no later than 3 pm on Friday, October 5, 2012.

### Space Assignment

Space will be assigned beginning January 3, 2012, and will be assigned according to the date on which the contract and deposit are received, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitors' products.

### Housing

A block of rooms is being held for the ARN conference through September 4, 2012, at

### Renaissance Nashville

611 Commerce Street  
 Nashville, TN 37203  
 615.255.8400  
 \$199 single/double

### Official Contractor

The official contractor will maintain a service desk in the exhibit area at the time of installation and removal of exhibits and will direct and manage all of the following services: exhibitor's information kit, decorator, booths and signs, labor, installation of exhibits, electrical, dismantling of exhibits, and shipping.

Exhibitor kits will be available online approximately 60-90 days prior to the show.

### Inquiries

Direct inquiries to Association of Rehabilitation Nurses

Tom Calvin  
 National Sales Manager  
 4700 W. Lake Avenue  
 Glenview, IL 60025-1485  
 800.229.7530 or 847.375.4840  
 Fax 847.375.6461  
 tcalvin@rehabnurse.org

## Exhibit Schedule Exhibits will be held in the Center and East Exhibit Halls in the Nashville Convention Center in Nashville, TN.

### Wednesday, October 3

Exhibit Setup and Registration  
 8 am-4 pm

Opening Reception in Exhibit Hall  
 5-7:30 pm

### Thursday, October 4

Exhibits Open 7-9 am, 11 am-3:30 pm

Breakfast 7-8:30 am

Lunch for Purchase 11:15 am-1:15 pm

Break 2:45-3:15 pm

### Friday, October 5

Exhibits Open 7-11 am

Breakfast 7-8 am

Break 10:30-11 am

Exhibit Teardown 11 am-3 pm

**Hours are subject to change. Although the exhibit hall will remain open, exhibitors are not required to staff their booths outside of the meals and breaks published above.**

**“The ARN Annual Educational Conference is a critical part of Cure Medical's success! The exhibit traffic is good—ARN nurses are very interested in the best solutions for their patients. It is a nice environment to discuss new products and to meet decision makers. We love the ARN Educational Conference!”**

*—John Anderson, CEO, Cure Medical*

# Become an ARN Commercial Supporter

Commercial support of an event or meeting is an excellent way for your organization to show its commitment to the specialty of rehabilitation nursing.

Benefits	Bronze (\$5,000)	Silver (\$10,000)	Gold (\$15,000)	Platinum (\$25,000)
Commercial support plaque				X
Full-page recognition ad in conference guide				X
ARN membership mailing list			X	X
Quantities of registration brochure to showcase your support			X	X
Postconference registration mailing list		X	X	X
Recognition in <i>Rehabilitation Nursing</i> journal		X	X	X
Sponsor recognition in e-blast to members	X	X	X	X
Recognition on ARN website	X	X	X	X
Sponsor graphic with your exhibit listing	X	X	X	X
Sponsor display for your exhibit booth	X	X	X	X
Sponsor ribbons for your representatives	X	X	X	X
Recognition in the conference guide (if commitment made by July 1)	X	X	X	X
Registration brochure listing (if commitment made by March 1)	X	X	X	X
Verbal recognition at the supported event	X	X	X	X
Sign at the supported event	X	X	X	X
Sign at registration area	X	X	X	X

## Support the rehabilitation nursing field by becoming an ARN Commercial Supporter. Commercial support is an excellent way to

enhance your visibility • gain a more powerful presence • increase your impact with ARN members.

### Support one of the following programs or events and receive benefits according to your support level.

#### Educational Symposium . . . . . \$30,000

Symposia are a great opportunity to become involved in an educational element of the ARN Annual Educational Conference.

#### Opening Reception . . . . . \$15,000

This grand opening reception in the exhibit hall brings all ARN attendees together and provides excellent visibility for your company.

#### President's Reception . . . . . \$15,000

This invitation-only event is your opportunity to reach the ARN leadership in one location.

#### Cyber Café . . . . . \$12,000

E-mail and Internet stations featuring your company logo will be set up near the ARN registration area.

#### Portfolios . . . . . \$12,000

Distributed at registration to all meeting attendees, the portfolios feature your logo and attendees use them throughout the year, giving your company repeated exposure.

#### Hotel Room Key . . . . . \$10,000

All attendees staying at the headquarters hotel will receive a room key with your company logo and message, offering visibility and branding each time attendees access their hotel room.

#### Keynote Address . . . . . \$7,500

Gain visibility from the entire audience in one location as attendees gather to hear an exciting presentation by the opening keynote speaker.

#### Lanyards . . . . . \$5,000

Feature your company logo on the official ARN badge holder/lanyard and gain high visibility throughout the meeting.

#### Founder's Address . . . . . \$5,000

This special presentation is an excellent opportunity to gain visibility among the full ARN audience.

#### Professional Tour . . . . . \$5,000

Support this special event which takes attendees on a visit to a local rehabilitation facility.

#### Closing Address . . . . . \$5,000

Make a lasting impression on ARN attendees by supporting the final program of the meeting.

#### Continental Breakfast . . . . . \$5,000

Your company will be recognized as the supporter through signage at the breakfast stations, which will be located in the exhibit hall.

#### Preconference Workshop . . . . . \$3,500

These half-day sessions take place prior to the official start of the conference and offer your company opportunities to support in-depth topics of interest to rehabilitation nurses.

#### Concurrent Session . . . . . \$3,000

Take advantage of opportunities to support topic-specific sessions that align with your company's objectives.

#### Breaks . . . . . \$2,500

Sponsor a beverage break during the conference where signage will be displayed acknowledging your support.

## Educational Grant

Provide an educational grant to support the annual educational conference and receive benefits according to your support level.

Platinum Level . . . . . \$25,000

Gold Level . . . . . \$15,000

Silver Level . . . . . \$10,000

Bronze Level . . . . . \$5,000

Note: Educational grants are unrestricted.

# Corporate Showcase

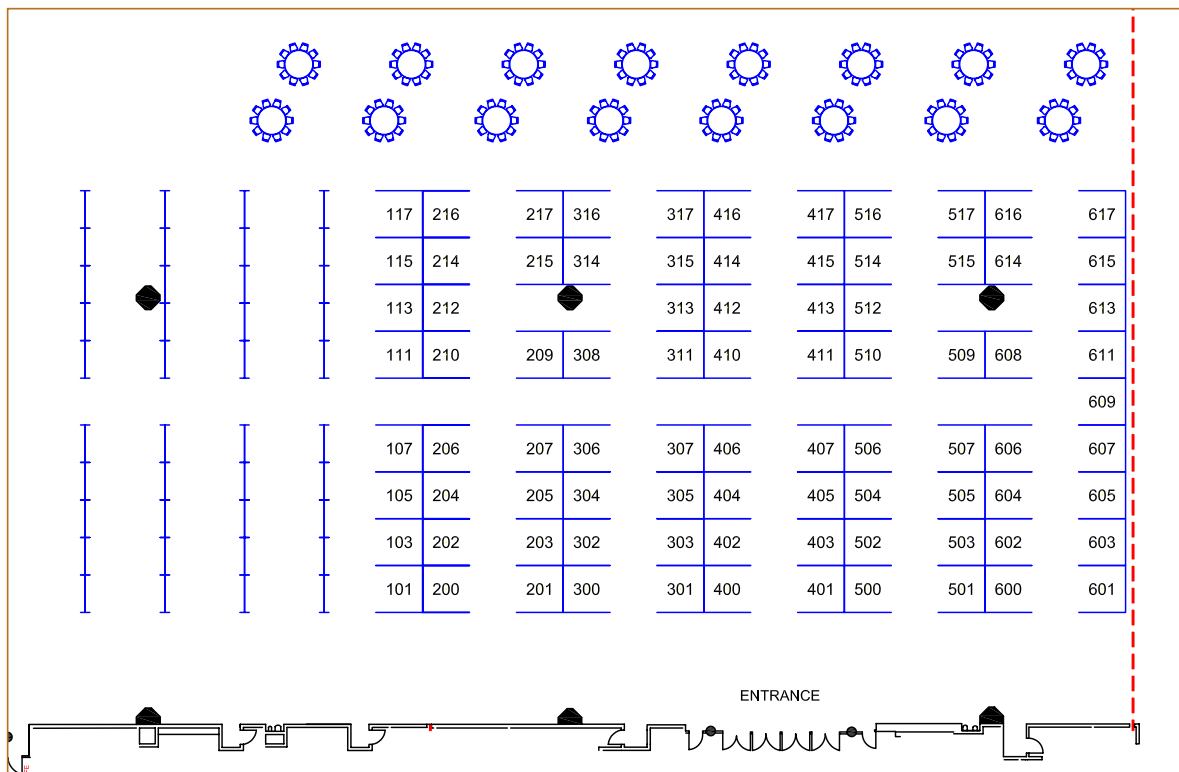
ARN will offer the opportunity for up to three exhibitors to showcase their company products, services, or programs by conducting a seminar or product demonstration. The corporate showcase sessions will be offered in 30-minute segments and will take place in a designated area near the exhibit hall. The corporate showcase fee includes theater-style seating for 50 attendees, a podium, microphone, screen, and LCD projector.

Corporate showcases are available to exhibitors only and will be awarded on a first-come, first-served basis. This is an excellent opportunity to present information to a large group of ARN attendees at one time. Exhibitors must designate preferred times on the application for exhibit space.

## Corporate Showcase Fee

ARN Corporate Members	\$2,500
Nonmembers	\$3,000

## Exhibit Hall Floor Plan



## Become a Corporate Member\*

ARN offers corporate memberships to companies and facilities that support the goals and mission of ARN.

Corporate members receive

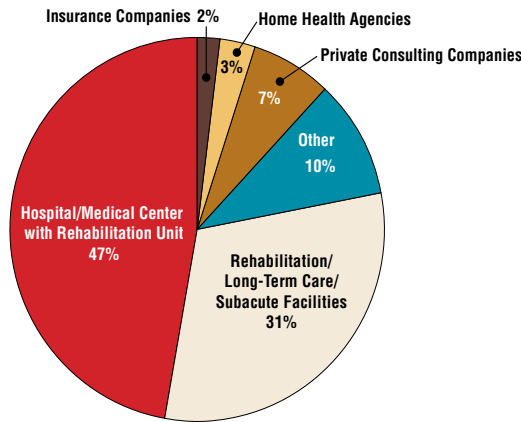
- \$500 discount on exhibit registration (per company)
- \$500 discount on corporate showcase
- \$100 per issue discount on ad placements (up to \$600 per year)
- preferential exhibit booth placement
- special recognition at the ARN Annual Educational Conference
- one complimentary registration to the ARN Annual Educational Conference
- recognition in the ARN conference guide
- annual listing in *ARN Network*
- complimentary subscriptions to *Rehabilitation Nursing* and *ARN Network*
- discount of 5% on mailing list rentals
- corporate member plaque
- listing on ARN website, including 50-word description and link to company's website.

\*Annual Corporate Membership dues are \$2,500. This is a nonvoting membership extended to a single designated corporate representative.

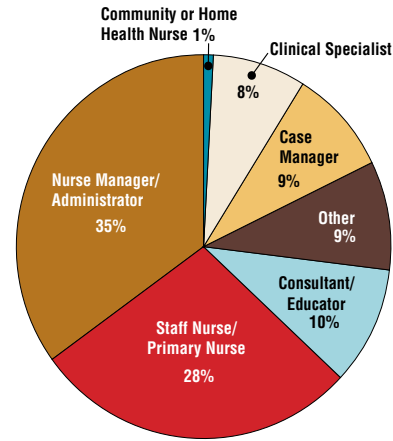
Contact Tom Calvin, National Sales Manager, at 847.375.4840 or 800.229.7530, fax 847.375.6461, or [tcalvin@rehabnurse.org](mailto:tcalvin@rehabnurse.org).

# Attendee Demographics

Current Practice Setting



Current Position Held



“The ability to meet and greet more than 500 rehabilitation RNs under one roof offers an amazing opportunity to network as well as showcase our facility! In addition, ARN affords us the opportunity to meet exhibitors and vendors who can provide services for our facility. We look forward to ARN year after year for the professional development and growth aspects it offers our profession, as well as the opportunity to build new relationships!”

—Mary Ann Euliarte, Chief Nursing Officer  
TIRR Memorial Hermann

## Join this list of recent ARN conference exhibitors.

- |                                   |   |  |                                      |   |
|-----------------------------------|---|--|--------------------------------------|---|
| A Fashion Hayvin                  | Carroll Hospital Group                          | Guldmann, Inc.                           | Med-x Medical Transport              | Sore No More                                      |
| Advance/Merion Matters            | Casa Colina Centers for Rehabilitation          | HDIS-Home Delivery Incontinence Supplies | MSC Care Management                  | Southwest Washington Medical Center               |
| Advocate Medical/Active-Style     | CHG Hospital Beds                               | HealthSouth Corporation                  | National Stroke Association          | Stanley Healthcare Solutions-Bed Check            |
| Allsup                            | Christopher and Dana Reeve Foundation           | Healthy Chocolate 4 Sharing              | Neuro International                  | Stanley Healthcare Solutions-TABS                 |
| A-Med Health Care                 | Coloplast Corporation                           | Hertz Supply Co., Inc.                   | NTAF Catastrophic Injury Program     | STOPS   |
| American Australian Medical       | Communicare, LLC                                | Hill-Rom                                 | Office of the Army Surgeon General   | Tacy Medical                                      |
| Amputee Coalition of America      | ConvaTec, Inc.                                  | Hollister Incorporated                   | PITT County Memorial Hospital        | TechHealth  |
| Amramp                            | Cure Medical                                    | Homelink                                 | Posey Company                        | Texas Health Resources                            |
| ArjoHuntleigh                     | Dale Medical Products, Inc.                     | Intensive Therapeutics, Inc.             | Progressive Health of PA             | The Methodist Hospital                            |
| Astra Tech, Inc.                  | Department of Veterans Affairs (HRRO)           | Interventional Medical Associates        | Purdue Pharma L.P.                   | The ROHO Group                                    |
| Bancroft Brain Injury Services    | Department of Veterans Affairs-LA               | James A. Haley VA Hospital               | Quality Living Inc.                  | TIRR Memorial Hermann                             |
| Bard Medical                      | Elsevier Publishing                             | Joy-Fuller Rehabilitation Center         | Rainbow Rehabilitation Centers, Inc. | Touro Rehabilitation Center                       |
| Baylor Health Care System         | Enemeez   | Kessler Institute for Rehabilitation     | Rehab Classworks                     | TSK Products, Inc                                 |
| Beechwood Rehabilitation Services | Ernest Health, Inc.                             | Liberty Medical                          | Rehabilitation Institute of Chicago  | U.S. Army Rehabilitation & Reintegration Division |
| Bionix Medical Technologies       | EZ Way, Inc.                                    | Loma Linda University Medical Center     | ReMed                                | Uniform Data Systems for Medical Rehabilitation   |
| Brain Injury Consultants, LLC     | Feinberg Consulting, Inc.                       | Maryville University St. Louis           | RF Technologies, Inc.                | University of Toledo Medical Center               |
| Byram Healthcare                  | Florida Institute for Neurologic Rehabilitation | McAuley Medical, Inc.                    | Rochester Medical Corporation        | Vivax Medical                                     |
| Calmoseptine, Inc.                | Gideons International                           | Medical Technologies of Georgia, Inc.    | Rocklyn Medical Supply, Inc.         |   |
| Carilion Clinic                   | Grand Canyon University                         | MediServe                                | Shepherd Center                      |   |
| CaringBridge                      |   |  |                                      |   |
| Carolinas Rehabilitation          |   |  |                                      |   |

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting ARN attendees to your booth through use of the Room-Drop Program, a promotional mailing to the list of preregistered attendees, an advertisement in the conference guide—or all three. The conference guide is given to all attendees

at registration and includes the conference schedule and a complete list of the educational sessions and descriptions, poster presentations, and exhibitors. ARN attendees refer to the guide often, not only on site at the conference but throughout the year, which gives your ad repeated exposure.

## Room-Drop Program

The Room-Drop Program allows you to promote your products and services to ARN attendees in their hotel rooms. Your promotional piece is delivered to all attendees staying at the host hotel.

Participation in this program allows you to

- reach each attendee directly
- increase traffic to your booth
- ensure success at ARN's conference.

The fee to participate is **\$3,000**.

Preapproval of your promotional piece and payment are required. Upon approval of your piece, please send 1,000 copies to ARN Headquarters by August 10, 2012.

I have ordered a room drop for my company and agree to all prerequisites of the program.

## Attendee Mailings

The list of preregistered attendees is available to all exhibitors at **no charge**. The mailing list (for **one-time use only**) allows the exhibitor to send a promotional piece or mailer to registered attendees in advance of the meeting.

Preapproval of your promotional piece is required. You **must** include a copy of the promotional piece that you want to distribute when you submit your request. No lists will be supplied to you until a copy of your promotional piece is approved by ARN.

The list of preregistered attendees will be distributed approximately 1 month before the conference.

Yes, I would like to receive a copy of the attendee list at the e-mail address below, and I agree to all the prerequisites.

## Conference Guide Advertising

The conference guide contains the complete listing of all conference activities and is distributed to all attendees.

Closing date for space reservations: July 2, 2012

Materials deadline: August 1, 2012

Dates are subject to change.

### Conference Guide Advertising Rates

Space	Exhibitor	Nonexhibitor
Full page with bleed (7¼" x 10¼")	\$1,100	\$1,300
Full page nonbleed (6¼" x 9½")	\$1,100	\$1,300
1/2 page horizontal (6¼" x 4½")	\$800	\$1,000
Add 4-color process for \$950		

### Covers (including 4-color process)

Back cover	\$2,750
Inside front cover	\$2,400
Inside back cover	\$2,150

## Please print or type.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Submitted by \_\_\_\_\_

E-mail Address \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

Tom Calvin, National Sales Manager

**ARN**, 4700 W. Lake Avenue, Glenview, IL 60025-1485

800.229.7530 • 847.375.4840 • e-mail [tcalvin@rehabnurse.org](mailto:tcalvin@rehabnurse.org) • fax 847.375.6461



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Glenview, IL 60025-1485

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# ARN 38th Annual Educational Conference

October 3-6, 2012 • Exhibit Dates October 3-5, 2012



**90% of ARN exhibitors** reach their sales and marketing goals by exhibiting at the **ARN Annual Educational Conference.**

ARN supports your exhibit investment and increases traffic in the exhibit hall.

- ARN registrant lists are delivered prior to the show. Preshow promotion activity can increase visits to your booth.
- The opening reception and multiple breaks take place in the exhibit hall to ensure strong traffic.
- Exhibitors receive a free 50-word exhibit listing in the ARN conference guide if copy is submitted by July 2, 2012.
- Each exhibitor is eligible to receive exclusive discounts for advertising in the ARN conference guide.
- First-time exhibitors receive special recognition in the conference guide.



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